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Management outlook

CAREERS IN MARKETING

This issue is designed to help you find a rewarding and interesting job in the world of marketing. You will find some of the best info on careers in fields like retailing, product management and market research. Good luck!



Careers in Advertising & Public Relations

Everybody wants to improve the way ads run on TV? Or the radio, the 'net or on billboards? How about helping manage the rollout of new products and working to improve the perception of those products by the media? If these possibilities interest you, then you could be well suited to a career in advertising or public relations (PR). The core activity is to take a product whether it be Snapple or Caterpillar heavy machinery and construct promotional campaigns that get people excited about the product. On the PR side you will help to manage the perception of the products. Of course, PR is about much more as well. PR firms help companies, non-profits and governments manage everything from speeches and the look of brochures to major crises. Sometimes it's hard to tell where PR and advertising are different. These

days, in fact, many organizations in the business refer to themselves as "strategic marketing communications consultants." Overstretched or not, there's no doubt that this field will continue to change, offering tremendous opportunities to someone with an interest in the area.

A typical job in advertising & public relations would require the following skills:

People Skills Key Advertising and Public Relations, like most other marketing careers, requires strong people skills. Advertising and PR jobs require the individual to work closely with a client base who can be difficult and demanding.

INSIDE THE ISSUE:		Key Skill Area	Requirement
ADVERTISING & PUBLIC RELATIONS	Pg.1	People skills:	High
MARKET RESEARCH	Pg.3	Sales skills:	High
PRODUCT & BRAND MANAGEMENT	Pg.4	Communication skills:	Very High
RETAILING	Pg.5	Analytical skills:	Low
NON-PROFIT CAREERS	Pg.6	Ability to synthesize:	High
		Creative ability:	High
		Initiative:	Medium

Not for the faint of heart

Continual deadlines in advertising and PR can cause high levels of stress and pressure. The advertiser may have to work all night or weekends to ensure a presentation is properly prepared to meet a pressing deadline.

Communication Skills Vital

Probably no other marketing career requires greater communication skills than does a career in advertising. Excellent copy-writing skills are a must for the entry level advertising or PR job. The advertising and PR person must also be able to make a very professional presentation that is persuasive and yet flexible.

Creativity? You better believe it

A successful advertiser will be the individual who can create a commercial message that the consumer will remember. Do you remember the Energizer Bunny who keeps going and going and going? Somebody's career was made with that commercial series.

Competition is Bloody

Competition for beginning advertising and PR jobs is intense. There are many more candidates than advertising positions. You must be willing to start at the bottom and work your way up. An internship in the advertising field is a MUST! Many of these internships will not pay so be prepared to struggle financially. However, the experience should greatly improve your chances in entering the advertising field.

Don't Expect to Get Rich

Bad news - starting pay is probably going to be low. Remember, there are a lot of people that want that advertising job and the advertisers know it. Be willing to start for low pay knowing that as you gain experience you gain salary.

Globally Oriented Players Needed

The large advertising agencies are opening offices all around the world. After years of experience there is a possibility of working on global campaigns. The field of advertising is one of the most global business career options available.

Online Oriented People Wanted

The burgeoning world of web advertising and e-commerce is injecting new, dynamic growth into a traditional field. Look for huge opportunities in designing, arranging and selling online advertising

Are You a Team Player?

The ability to work in a team or to perform individual excellence is important because you will have the opportunity to do both.

You Get Satisfaction

The Advertising and PR fields can result in very satisfying careers. There aren't many jobs which allow your creativity and strategies to come to life to be observed by thousands or even millions of people. Work results are very apparent!

Advertising & Public Relations: Job Options

Advertising Media Planner

The advertising media planner is responsible for making a series of decisions involved in the delivery of the advertising message to prospective purchasers and or users of a product or service. The media planner determines the right mix of television, radio, newspaper, magazine and other media for the advertising campaign.

Media Traffic

The media traffic personnel analyzes, selects and contracts for space or time in the various media that will be used in the campaign. The traffic individual must be knowledgeable on the advantages and disadvantages of each of the media and the demographics that they reach. Finally, he or she will make the purchase of the appropriate media and vehicles.

Copywriter/Illustrator/Creative

This category of individual includes all the creative services personnel that write and illustrate the advertising. These individuals write copy, design body copy, design headlines, and draw the ad storyboard, and may become involved with the actual creation of the advertisement.

Production Manager

The production department is responsible for the physical creation of the ads either in-house or contracted through production houses. The production manager must establish and maintain relations with exterior advertising producers and to ensure the successful completion of the advertisement.

Director of Advertising/Public Relations

The directors of advertising and/or public relations are typically two different people with similar responsibilities for their individual departments. The

director is responsible for all advertising or public relations activities except sales. The director will control the entire advertising or public relations campaign including budgeting, planning, coordinating creation, and production of the process. Specific duties will depend on the size of the organization.

Public Relations Specialist

The public relations specialist is responsible for determining and evaluating public attitudes and communicating programs designed to bring about public acceptance of an organization. The public relations special-

ist is much like the advertising account executive. He or she is responsible for managing the public relations of an organization. The public relations specialist may be in-house or a part of an agency.

Account Executive

The account executive is responsible for all aspects of the account. He or she is responsible for understanding the advertising needs of the customer and sharing the needs to other agency personnel. The account executive coordinates the planning, creating, production, and implementation of the campaign.

Market Research

Market researchers figure out what drives people to buy Cheerios, Chevrolets and Chimichangas. Market researchers are applied consumer behaviouralists, combining quantitative data with their understanding of how markets work to better promote a product. Market researchers use tools such as statistical analysis packages, surveys, mystery shopping, focus groups and new product tests to help achieve success for a product. Work as a market researcher is both interesting and potentially lucrative. The field is booming and with ever-improving data from places such as super-market scanners and the web, there is no doubt that this field has a bright future.

Key tasks in market research involve collection and analysis of market information, identification of market trends and market segmentation. Opportunities in marketing research are increasingly global and call for both a grasp of culture, of markets, and quantitative methods. There is little doubt that the field of market research is one of the most interesting, highest growing occupational categories available today.

The field of marketing research calls on the following skills:

Key Skill Area	Requirement
People skills:	Medium
Sales skills:	Medium
Communication skills:	Medium
Analytical skills:	Very High
Ability to synthesize:	Medium
Creative ability:	High
Initiative:	Medium
Work hours:	35-65/week

Must be good with Data

Market-Research Analysts research market conditions by collecting, organizing, and interpreting data from local, regional, national, or other areas to determine potential sales of a product, service, or retail facilities.

Team Oriented

Market researchers usually work on a research team with statisticians, motivational research specialists who design survey questions, pollsters, interviewers, IT specialists and a variety of others.

Market Research: Job Options

The tasks required of market research analysts include: Establishing research methods and designing formats for data gathering and analysis; collecting data on products or services and consumers' needs and tastes, purchasing power, and buying habits; checking consumer reaction to new or improved products or services; developing and implementing procedures for identifying advertising needs; measuring the effectiveness of advertising and other promotional techniques; gathering data on competitors' products, services, and locations and analyzing their marketing methods and strategies. (competitive intelligence). There are a variety of settings for a market research career including:

- Practice inside a corporation
- Consulting practice as a solo practitioner (surprisingly common)
- Consulting practice while teaching in academia
- Consulting practice inside a large firm
- Practice inside an ad agency (very common)

Product managers are responsible for the marketing and development of products such as sports cars, insurance policies, and sporting goods. Product managers are both strategic and tactical.

Strategic because they responsible for positioning a product, assessing the competition and thinking about the future. **Tactical** because they are in the field developing appropriate promotional campaigns, talking to reps about what customers want and think and doing the day-to-day sales tracking that's required for any major product category.

Product management professionals are excited about their ability to manage and strengthen brands. They are at the vortex of company life because their decisions directly affect the success of a business. Product management professionals also tend to be on the leading edge of social and 'net culture. Understanding the consumer's mind and the connection between consumer behavior and a brand is central to succeeding in this career area. Product management calls on the

Key Skill Area	Requirement
People skills:	Medium
Sales skills:	Medium
Communication skills:	High
Analytical skills:	High
Ability to synthesize:	High
Creative ability:	Medium
Initiative:	High
Work hours:	45-65/week

high levels of problem solving skills and analytical abilities.

Learn to present.

As in most marketing careers, presentation skills are a necessity. Both jobs will require presentations to others in the company and for marketing research to clients. The ability to be persuasive will prove to be highly beneficial in building a coalition supporting your position and ideas.

The ultimate marketing job.

To many marketing people, a position as product manager is the ultimate job. You are managing the entire

marketing operation of a product from inception to final customer distribution.

Experience required.

To become a product manager you must obtain years of marketing and selling experience. Most product managers have spent some time in the salesforce. A product manager is not a job that typically goes to someone in their twenties.

A good MBA helps.

It is becoming more and more important to obtain an Masters of Business Administration (MBA) degree to become a product manager at a prestigious consumer products company. A masters combined with marketing experience is a powerful combination.

Huge international potential.

Product management may provide the best opportunity to move into international marketing. Gaining experience on domestic US products provide a great training ground for expanding products internationally. Companies such as Coca-Cola and Unilever are well known for moving people around the world to develop knowledge of specific markets and understanding of product reach and potential.

Fast track pay scales.

Because of the requirements for substantial marketing and selling experience, and the growing need for a masters degree, pay for product managers can be very high. Many regard product management as the "fast track" career in the marketing area. High entry hurdles. It's not surprising then that jobs in product management are more difficult to obtain than other marketing careers. By definition, the number of product manager types is limited by the number of products that generate sufficient revenue to support a full-time product manager.

following skills:

Analysis is Key

Product management is less a people job than many of the other marketing careers. Product management requires



Product Management: Job Options

The job of product manager has many possible permutations. You could be working in a business to consumer company focused on brand management and development. Alternatively, you might find yourself in a business-to-business setting where the name of the game is to cultivate a smaller group of customers very well. The "product", of course, can be anything. Examples of what you might work on as a product manager include:

H i g h T e c h
Positioning a new Intel microprocessor in the marketplace by talking to customers, computer manufacturers, professionals in the sales channel and advertising agencies. Your job will involve look at market research, talking to engineers and attempting to understand what the competition is getting ready to do.

Retailing

Retail is one of the largest, most dynamic parts of the world economy. In good economic times, jobs in the retail sector are numerous and many entry-level positions are easy to get. Even during economic contractions, when some retailing sectors suffer, others--like groceries, drugstores, and discounters--continue to thrive. Careers in retail are people-oriented, fast-paced, and have room for creativity. Retailing is worth taking a good look at, particularly if you are looking for a service-oriented, entrepreneurial profession. The options are many including store management, buying, merchandising and central management. There's also the booming area of e-tailing (online retail). If you have an interest in technology, marketing and retail, this may be the area for you. The field of retailing calls on the following skills:

Key Skill Area	Requirement
People skills:	High
Sales skills:	High
Communication skills:	High
Analytical skills:	Low
Ability to synthesize:	Medium
Creative ability:	Medium
Initiative:	High

Food and Restaurants

Introducing a new type of sandwich at Wendy's--the fast food chain. You'd be responsible for developing what is essentially a new business with all of the planning and frustration that this might entail. There's lots of product testing, planning and shmoozing required in this job. Along the way, you'd get the opportunity to interact with senior managers, restaurant franchisees, suppliers, advertising professionals and consultants.

Consumer Electronics

Being responsible for a video game system such as the Sony PlayStation in a given market. The product manager is responsible for coordinating and allocating marketing dollars and is also a prime consumer of market research, attempting to understand who is buying a product, at what price point and why. Pricing decisions have been crucial in the home video game system market.

People Skills are Key

Because of constant contact with customers, retailing is a people-oriented business. Sales skills are also very important since many retail jobs involve selling or buying from sellers. Although retail sellers may not have to solve as many customer problems as do industrial sellers, a sense of empathy is still important.

Enthusiasm counts.

It would be hard to find a profession which places a greater emphasis on enthusiasm. People with good attitudes and a willingness to be flexible and resourceful thrive in retail.

Little Travel.

Unless you are a buyer, the travel requirements of retailing are modest. This means you'll have a good chance of being able to spend more time with your family and will be able to be more embedded in your community than would be possible if you were in certain other jobs.

Abnormal hours

A retailer's daily activities are more structured than some other forms of marketing. The negative impression about retailing is that retailers work long hours and for relatively low reward. There is a lot of truth to that impression. Since retail stores are usually open nights and

weekends, some work schedules may not be the typical 9 to 5, Monday through Friday schedule of other professions.

Pay can be an issue

Starting salaries are low, but pay can increase as the individual moves into management or some retailing specialty job.

The key success factors enthusiasm, hard work and speed, time spent in business school are less valuable in retailing than in other fields such as product management or consulting. The said, business education can be quite helpful. Understanding of merchandising, finance and inventory control are highly valued in the retail sector.

Retailing: Job Options

M a n a g e m e n t T r a i n e e

Most well-known retail stores have management training programs. A new employee will spend six months to three years in the various retail operations in order to learn the company and industry. At the end of the training period, an individual will be ready to move into retail management as either an assistant manager or a store manager.

S t o r e M a n a g e r

The store manager is responsible for the management and operation of an individual store. The annual evaluation of the store manager depends to a great deal on how the store fared during the year. Most store managers have served time as assistant store managers who take on much of the duty of managing the day-to-day operation of

the store.

Buyer

Buyers are responsible for selecting the merchandise that a store carries and then physically buying the goods. Much of this work will be performed at annual and semi-annual markets. The buyer is continually looking at a variety of products and deciding if they are right for the store.

Department Manager

Department stores contain several small departments such as clothing, accessories, home appliances, etc. Each of these departments is led by department managers who act as store managers on a department level. Department manager is a step to becoming a store manager or going into corporate management.

Sales

Every retail store depends on a salesforce to sell its merchandise. One primary difference in retail sales and industrial sales is the customer. Generally, retail customers come to the salesperson and consist of the home consumer. Retail sales personnel must provide a high level of service and expertise.

Regional Manager

The regional manager manages groups of stores across several states, is responsible for reporting performance to headquarters, making key personnel decisions and for monitoring store performance with periodic visits and problem-solving trips.

Non-Profit Careers

Business careers don't have to involve high-stress management, financial finagling or marketing a product you don't like. If you'd rather not flog Cheetos; if you're looking for something that's a little more meaningful, then the field of non-profit may be just for you. Non-profit organizations along with other non-business functions such as governments account for over 20% of the economic activity in the United States. This is a large sector with opportunities you shouldn't overlook.

There are many different types of non-profit career areas ranging from social causes, helping causes and also work in the arts, government, religious organizations, public health and museums. An increasing trend is toward "social entrepreneurialism" where funds invest in projects and measure their return by impact made. Work in

this sector can be highly rewarding, creating connections between you, your community and the broader environment. Yet, it's also important to recognize that many people that enter non-profits don't stay there. At their worst, non-profit organizations can be frustrating, bureaucratic and unlikely to ever impact the cause they are addressing.

One of the most interesting aspects of non-profit careers is the experience you will gain early on. The non-profit career can require the individual to perform all functions found in other marketing careers. The opportunity to make "traditional" marketing decisions at an early age intrigues and draws many individuals to the non-profit field. The non-profit sector is your chance to make a difference. A real

chance to contribute to society and grow while you're at it. A typical job in the non-profit arena would require the following skills:

Key Skill Area	Requirement
People skills:	High
Sales skills:	High
Communication skills:	Very High
Analytical skills:	Low
Ability to synthesize:	High
Creative ability:	High
Initiative:	Medium
Work hours:	40-70/week

Well-Suited to the Practical Idealist

You want to get rich? Forget it, not in this profession. The non-profit sector is typically **not for the individual who is money driven**. A non-profit wants an individual with a strong sense of community spirit and the desire to help others.

Creativity and Initiative are Important

You will be given opportunities to take charge and create a new event designed to communicate and sell the organization.

Every Day is Different

Non-profits typically do not require a lot of travel but they do have a wide diversity of daily activities. No two days may be alike. The ideal non-profiter is willing to adapt to whatever the needs are for the day or for the given project.

Hours May be Erratic

Are working hours 9 to 5? Sometimes. However, there are also occasions in which you may have to attend a dinner or special event after "hours." People that are comfortable in social situations can possess a distinct advantage in the non-profit sector.

Business skills are a distinct advantage.

Basic knowledge of accounting, finance, management, information systems, advertising, and of course, marketing will be an important differential advantage. Traditionally, the non-profits possessed poor business skills and only recently have business skills been recognized for their importance.

Can be Tough to Transition to the For-Profit Sector

Moving from other marketing careers to the non-profit sector should not be difficult. However, moving from the non-profits to the profit sector may be more difficult. Some employers will give you credit for good works. Depressingly, others may be indifferent.

Do it for the Right Reasons

For most people in the non-profit sector the advantages of a career in non-profit marketing are numerous but the "bottom-line" remains the opportunity to help others and return something of value to the community.

Non-Profit: Job Options

Marketing Director

The Marketing Director in the non-profit sector is in charge of all marketing activities for the organization. The marketing director position will vary depending on the size of the organization. Many non-profits have a one person marketing department while larger non-profits may have a sizable marketing department.

Assistant Marketing Director

Assistant Marketing Directors report directly to the marketing director and will perform many of the same activities as the director. Small non-profits will have the assistant marketing director help in all marketing activities. Larger organizations may have an assistant marketing director responsible for one activity such as promotion or fund raising.

Director of Development / Fund-Raiser

The director of development is a fund raiser and his or her job is to organize, manage, and direct the fund raising campaigns that keep a non-profit in existence. The job will entail event planning, personal selling, and potentially a great deal of entertaining activities. The director of development is a critically important marketing job for any non-profit organization.

Event Coordinator

The Event Coordinator position can be found in many of the Non-profit organizations. One of the key methods of raising donations and funds for the non-profit organization is through some form of special event. The Event Coordinator is responsible for all aspects of the event ranging from initial planning to implementation of the event. Specifically, the Event coordinator must schedule the event, arrange the event location, and find sponsors of food, drink, finances, and door prizes. In addition, the event coordinator may be responsible for promotion of the event and be available to solve any last minute problems that arise in the implementation of the event.

Publication Specialist

Many organizations spend substantial budgetary resources on publications designed to promote and bring about awareness of the organization. The publication specialist is responsible for designing and creating brochures, posters, newsletters, and any direct mail materials.

I n t e r n / V o l u n t e e r

Non-profit organizations would have difficulty in surviving without volunteers and interns. The intern and volunteer is typically unpaid but is a very important step in obtaining a full time non-profit job. Interns will perform a variety of marketing functions for the organization in return for experience in the industry.